

WHAT IS CLAIMED IS:

1. An electronic comic viewing apparatus for viewing on a screen of a display device an electronic comic including at least one frame on each page, which frame comprises a balloon portion displaying words and a frame image,

wherein the apparatus uses image data, including the balloon portion and the frame image, and text data indicating words in order to display words based on the text data in the balloon portion.

2. The electronic comic viewing apparatus according to claim 1, wherein the electronic comic is displayed frame by frame on the screen by zooming-in each frame sequentially.

3. The electronic comic viewing apparatus according to claim 1, wherein frames on one page are displayed, and either fade-in processing or fade-out processing is performed on a predetermined frame of the displayed frames.

4. The electronic comic viewing apparatus according to claim 1, wherein text data corresponding to at least two languages are stored as the text data and text data

corresponding to a selected language is displayed within the balloon in response to a predetermined operation.

5. The electronic comic viewing apparatus according to claim 1, wherein words are displayed part by part within the balloon portion in a predetermined order.

6. The electronic comic viewing apparatus according to claim 1, wherein at least one frame including words in the balloon portion is displayed, and

either fade-in processing or fade-out processing is performed on all of the displayed words.

7. The electronic comic viewing apparatus according to claim 1, wherein frames on one page are displayed, and words in a predetermined frame of the displayed frames are displayed sequentially in a predetermined frame order.

8. An electronic comic viewing method for viewing on a screen of a display device an electronic comic including at least one frame on each page, which frame comprises a balloon portion displaying words and a frame image, comprising:

storing the balloon portion and the frame image as image data;

storing words to be displayed in the balloon portion as text data separately from the image data; and

displaying words based on the text data in the balloon portion.

9. The electronic comic viewing method according to claim 8, further comprising displaying the electronic comic frame by frame on the screen by zooming-in each frame sequentially.

10. The electronic comic viewing method according to claim 8, further comprising displaying frames for one page, and performing either fade-in processing or fade-out processing on a predetermined frame of the displayed frames.

11. The electronic comic viewing method according to claim 8, further comprising storing text data corresponding to at least two languages as the text data, and displaying text data corresponding to a selected language within the balloon in response to a predetermined operation.

12. The electronic comic viewing method according to claim 8, further comprising displaying words part by part

within the balloon portion in a predetermined order.

13. The electronic comic viewing method according to claim 8, further comprising displaying at least one frame including words in the balloon portion, and

performing either fade-in processing or fade-out processing on all of the displayed words.

14. The electronic comic viewing method according to claim 8, further comprising displaying frames on one page, and sequentially displaying words in a predetermined frame of the displayed frames in a predetermined frame order.

15. A recording medium on which is recorded a program for viewing on a screen of a display device an electronic comic including at least one frame on each page, which frame comprises a balloon portion displaying words and a frame image,

wherein the program uses image data including the balloon portion and the frame image and text data indicating words in order to display words based on the text data in the balloon portion.

16. The recording medium according to claim 15, wherein the electronic comic is displayed frame by frame

on the screen by zooming-in each frame sequentially.

17. The recording medium according to claim 15, wherein frames for one page are displayed, and either fade-in processing or fade-out processing is performed on a predetermined frame of the frames.

18. The recording medium according to claim 15, wherein text data corresponding to at least two languages are stored as the text data and text data corresponding to a selected language is displayed within the balloon in response to a predetermined operation.

19. The recording medium according to claim 15, wherein words are displayed part by part within the balloon portion in a predetermined order.

20. The recording medium according to claim 15, wherein at least one frame including words in the balloon portion is displayed, and

either fade-in processing or fade-out processing is performed on all of the displayed words.

21. The recording medium according to claim 15, wherein frames for one page are displayed, and words in a

predetermined frame among the displayed frames are displayed sequentially in a predetermined frame order.